



Campbellton West

## 4.1 Corridor Overview

The Campbellton West corridor is an important connection to I-285 for the western portion of the City of Atlanta, Fulton County, and beyond. This portion of Campbellton Road is designated as State Route 154/166 and extends westward to Douglas County and eastward along Langford Parkway to I-75/85.

### Significant Features

**Coventry Station** is a 130 acre mixed use development located off of Greenbriar Parkway between Barge Road and I-285. This project will include a mix of townhomes, single family, apartments, and commercial uses. The project will also include a new street connection from Barge Road to Greenbriar Parkway.

The **Barge Road Park and Ride Lot** is located on the southwest corner of Barge Road and Campbellton Road. This lot serves as the terminating point for the Campbellton Blue Flyer and Route 83 bus routes that connect to the Oakland City MARTA station. This is an underutilized parking lot that may be a candidate for redevelopment.

The **Fairburn/Barge Road commercial area** is a collection of older commercial strip development along Campbellton Road between Fairburn and Barge Roads. This area is currently underutilized and transitioning, and has been identified by the community as a location for revitalization.

The **Ben Hill Community Park** is a valued community resource with active baseball fields and a community center. The park could be better integrated into the Fairburn/Barge Road area and be made more pedestrian accessible.

The **Ben Hill School** is a longtime historic landmark in the Ben Hill Community. Currently vacant, this site could be integrated with the

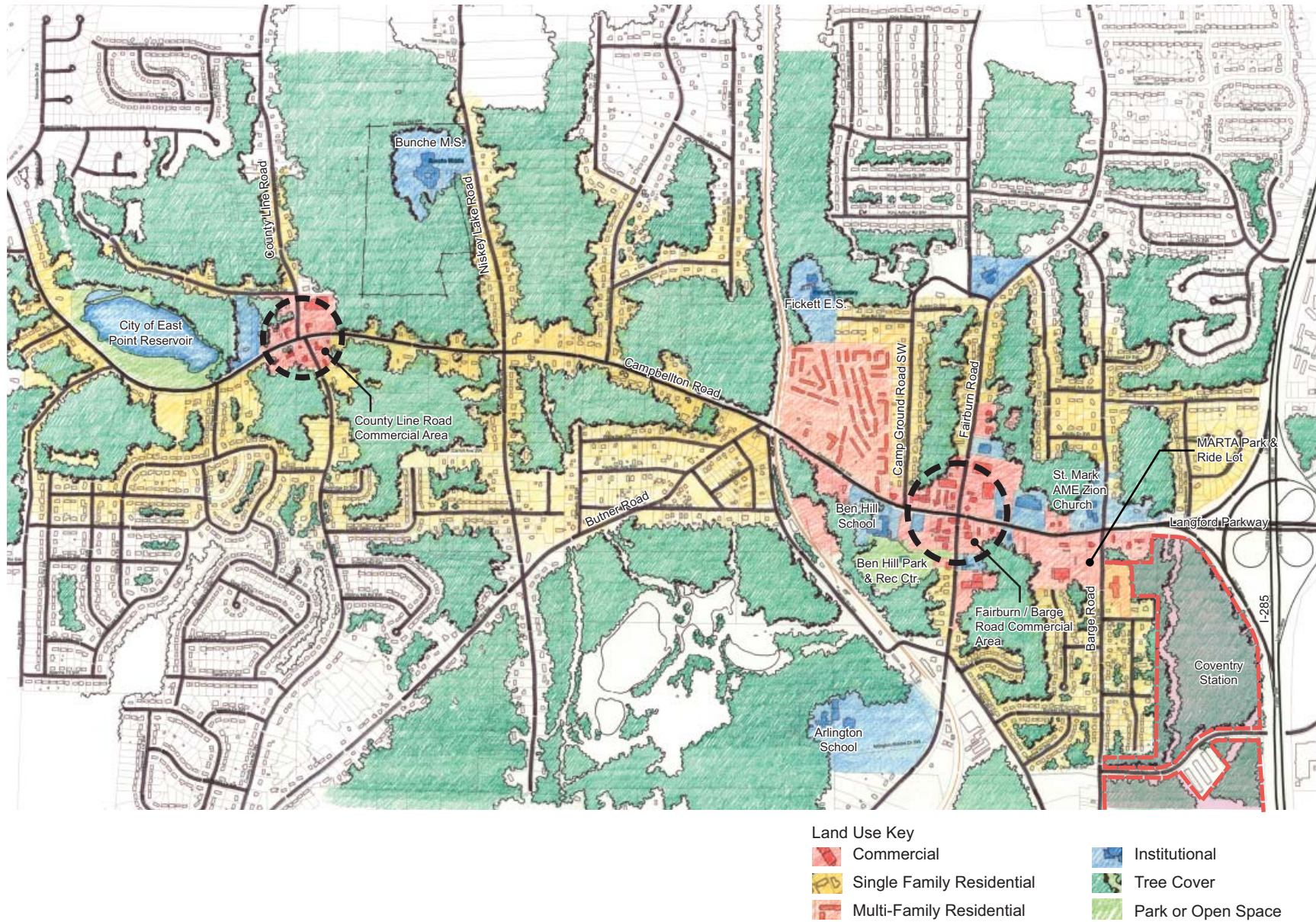
adjacent Ben Hill Park as a meeting space or other community facility.

The **County Line Road commercial area** is a small node of commercial in an otherwise suburban residential area. This area provides valuable commercial services and could be made to be more pedestrian friendly but should be limited from spreading into the adjacent neighborhoods.

The **East Point Reservoir** is a notable landmark on the far western end of the corridor. It serves as a noticeable gateway to the lower density development west into Fulton County.



## Corridor Overview



## 4.2 Existing Land Use

The existing land use pattern in the corridor (as defined within a ¼ mile on either side of the corridor) highlights a number of unique characteristics.

### Issues:

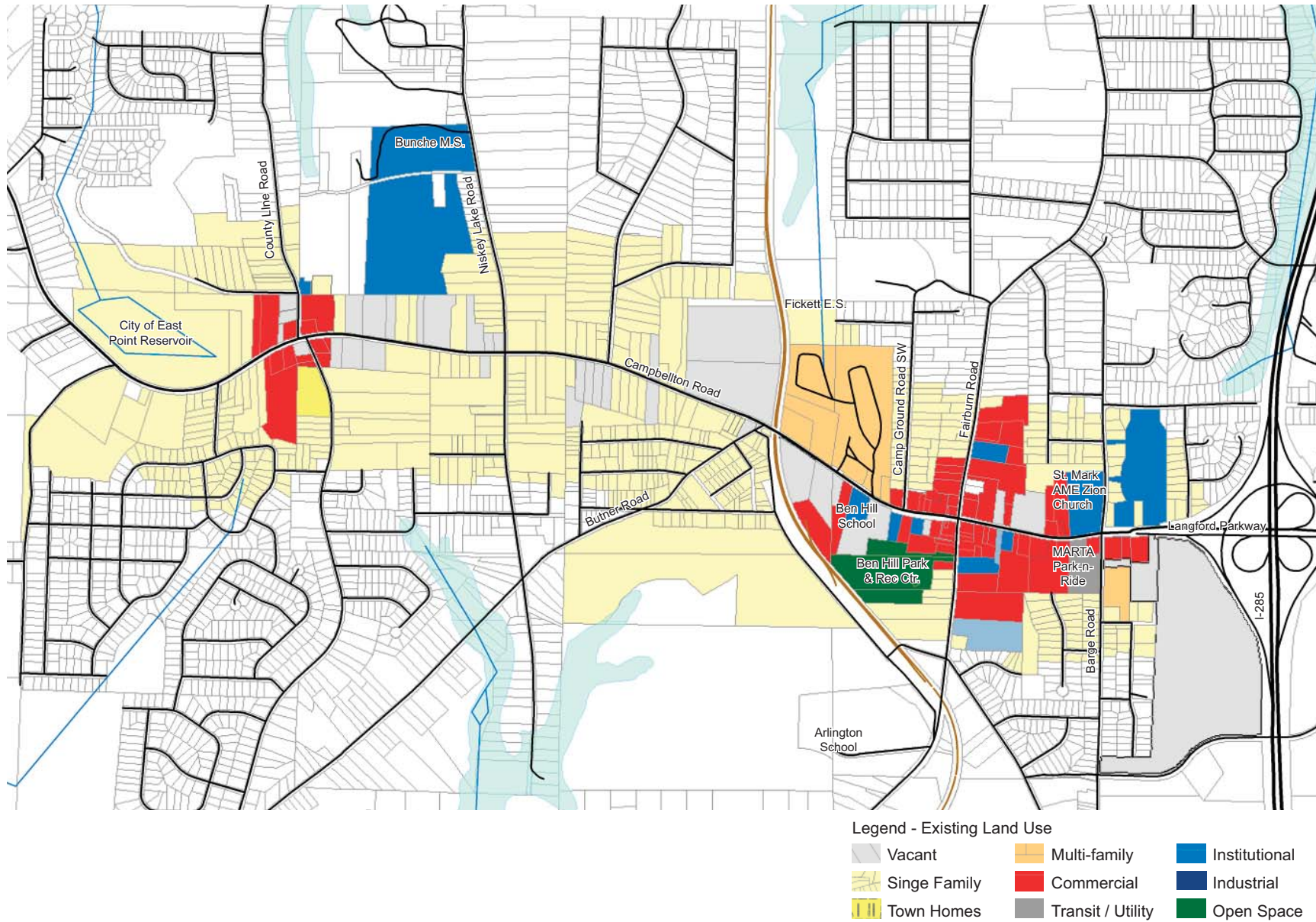
- Single family homes (neighborhoods) make up 60% of the corridor's area. Particularly west of Butner Road, these residential neighborhoods front directly on Campbellton Road, creating a distinctly different land use character from the commercial area at Fairburn and Barge Roads.
- Multi-family land use makes up 7% of the corridor's area. The main concentration of multi-family housing is located at the apartment complex just west of Camp Ground Road.
- Commercial land use, primarily strip retail, makes up 12% of the corridor area. This bulk of this commercial is concentrated in the Fairburn and Barge Road area with a smaller concentration at County Line Road.
- Open space makes up 2% of the corridor area, accounting for the Ben Hill Community Park off of Fairburn Road.
- Vacant land accounts for 12% of the corridor area. These areas include; the Coventry Station site which is beginning construction as a mixed-use residential community, a large parcel just west of the rail line across from Butner Road, and a number of large residential lots between Niskey Lake Road and County Line Road.

**Table 4-1: Corridor Land Use (1/4 mile radius)**

Land Use	% of corridor
Single Family	60%
Townhome	1%
Multi-family	7%
Mixed Use	0%
Commercial	12%
Institutional	4%
Office	1%
Industrial	0%
Open Space	2%
Transit/Utility (Park & Ride)	1%
Vacant	12%



## Existing Land Use



## 4.3 Future Land Use

The City of Atlanta Comprehensive Development Plan (CDP) establishes future land use classifications for all areas of the city via 15 year Future Land Use Maps. The classifications reflect long-term land use goals and do not always comply with existing land uses on-the-ground. Under Georgia law, the future land use plan serves as the legal basis for rezoning activity by the City. As part of the recommendations for the corridor some future land use changes will be identified in order to implement the goals of the plan.

### Issues:

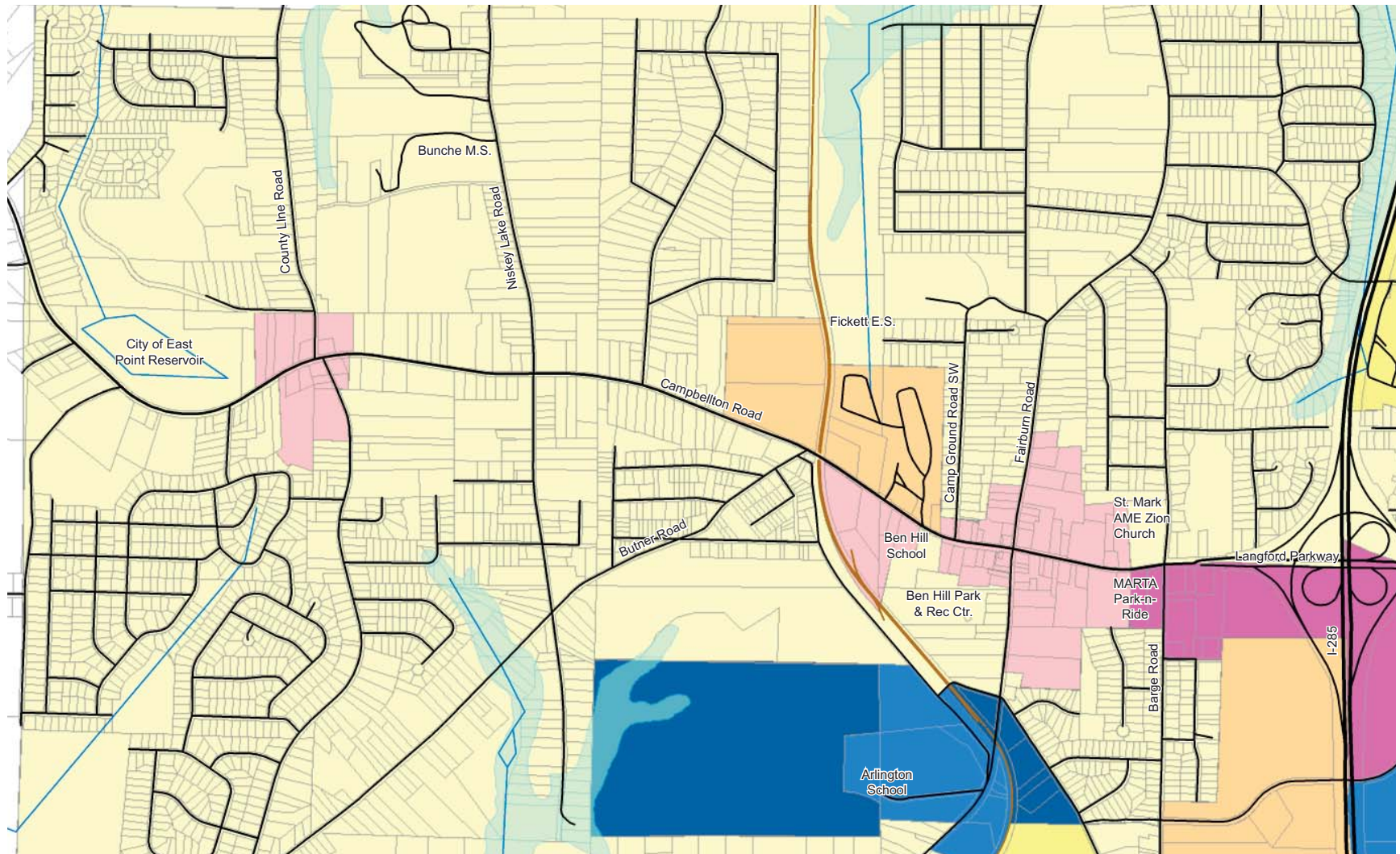
- Significant portions of the corridor are designated as Single Family and Low Density Residential consistent with the pattern of existing residential neighborhoods and the plan will seek to protect these areas from commercial encroachment.
- The commercial area in the Fairburn and Barge Road area is designated as Low Density Commercial with a portion of the Barge Road intersection designated as Mixed Use. This area will likely be a location for more intensive mixed-use development and may require a Mixed Use land use designation.
- A significant parcel located just west of the rail line and across from Butner Road is designated as Medium Density Residential. This parcel has yet to develop and would benefit from the addition of the City's Quality of Life Zoning standards.
- West of Butner Road, the Future Land Use is Single Family Residential with an area of Low Density Commercial around County Line Road. Need to ensure that commercial and higher intensity residential land uses do not spread fur-

ther west by concentrating land use intensity in the Fairburn and Barge Road area.

- The former quarry located west of the Arlington School is a potential candidate for future open space as identified by the neighborhoods.



## Future Land Use



### Legend - Future Land Use

- |                            |                        |            |
|----------------------------|------------------------|------------|
| Single Family              | Low Density Commercial | Industrial |
| Low Density Residential    | Office / Institutional | Open Space |
| Medium Density Residential | Mixed Use              |            |

## 4.4 Current Zoning

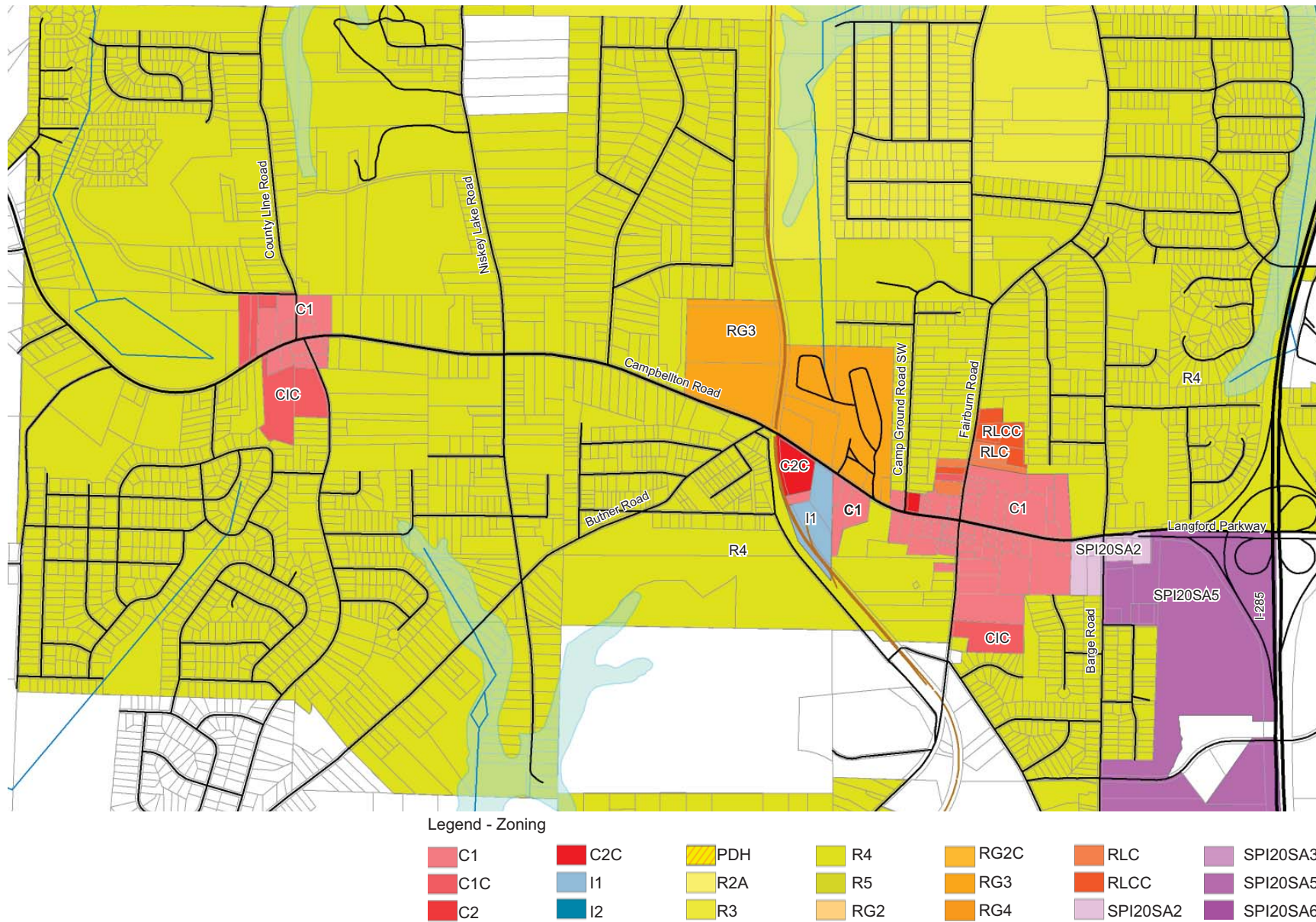
The City of Atlanta regulates the development of property through the use of zoning districts. The districts control things such as building height, use, setback and parking. Zoning is the implementation tool of the Future Land Use Plan, defining the design and intensity of the intended use.

### Issues:

- The current Commercial zoning districts (C-1, C-2) may limit desired redevelopment intensity/use and do not include urban design standards, thus permitting auto-oriented commercial development and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.
- The current Multi-Family zoning districts (RG) do not include urban design standards, thus permitting auto-oriented multi-family residential development and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.
- The single-family residential area west of Butner Road will likely see future development of suburban style residential subdivisions as larger parcels are consolidated and redeveloped. The current R-4 zoning may not effectively require the needed connectivity in this area to minimize the transportation impact on Campbellton Road.



## Current Zoning



## 4.5 Transportation Analysis

### Road Characteristics

Designated as an urban arterial

Designated as State Route 154/166

5-lanes (from Barge to Butner)

2-lanes (from Butner to Enon)

### Traffic Volume

The current 2005 traffic volumes measured in annual average daily trips (AADT) along the corridor range from 16,200 to 24,900 trips. Future year volumes have been estimated based on output of the ARC travel demand model for the year 2030. Table 4-2 summarizes the current and estimated future volumes by segment for the Campbellton West corridor.

**Table 4-2: Campbellton West Traffic Volume**

Road Segment	2005 Volume	2030 Volume
County Line to Butner	16,200	24,800
Butner to Fairburn	22,300	40,610
Fairburn to Barge	24,900	39,250

### Issues:

The future volumes are useful to provide a general sense of traffic growth but should be considered within the context of historic traffic data and a common sense understanding of the corridor.

- There is a significant difference in traffic volume east and west of Butner Road particularly in the 2030 projections with projected traffic east of Butner Road (40,000 ADT) double that west of Butner Road (24,800 ADT).
- Traffic volume west of Enon Road (9,555 ADT) is significantly lower than volume east of County Line Road (16,200

ADT). And growth in traffic volume west of Enon Road has been relatively flat in the past six years (Table 4-3).

**Table 4-3: Historic Traffic Volume (Campbellton at Enon Road)**

Year	Volume
1999	9,649 (actual)
2000	9,786 (estimated)
2001	10,214 (estimated)
2002	9,352 (actual)
2003	9,929 (actual)
2004	9,555 (actual)

Source: GDOT

- These distinct differences in traffic volume suggests that there is not a “one size fits all” solution to the corridor.



# Campbellton-West



*Campbellton Road near the MARTA Park & Ride*



*Campbellton Road at intersection of Fairburn Road*

## Public Transit

- The Campbellton West corridor is served by several bus routes which provide transit connections to area MARTA stations.
- Route 283 – Campbellton Blue Flyer, is a limited stop express service route that connects from the Oakland City MARTA station along Campbellton Road to Greenbriar Mall and on to the Barge Road Park-and-Ride lot, operating during peak hours only.
- Route 83 - Campbellton/Greenbriar, is the primary, regular service, bus route for the Campbellton East corridor. It runs the same route as the Blue Flyer with an additional limited service loop from the Barge Road Park-and-Ride lot, west along Campbellton Road to County Line Road. This route attracts over 5,400 weekly riders with 15 minute headways.

## Issues:

- Enhancements to existing service along Campbellton Road should be considered to support transit use in corridor.
- Route 170 – Brownlee/Ben Hill, runs south from the Hamilton Holmes MARTA station via Barge Road to the Barge Road Park-and-Ride lot, then loops back north via Camp Ground Road.



# Campbellton-West

## Pedestrian and Bicycle Facilities

- There are limited sidewalks on both sides of Campbellton Road from Camp Ground Road to Barge Road.
- There are no sidewalks west of Camp Ground Road except for a small section at the intersection of County Line Road.
- Key adjacent streets such as Fairburn Road and Barge Road have limited to no sidewalks.

## Issues:

- Key segments of Campbellton Road and adjacent streets need sidewalks and streetscape improvements to better support pedestrian activity in the corridor.

## Accidents

Accident rates for the Campbellton East corridor were evaluated by looking at both rates by segment and key intersections. The accident rates by segment were compared to the statewide average. Accidents by intersection were evaluated by identifying the key intersections with over 30 accidents in the most recent four year period.

**Table 4-4: Campbellton West Corridor Accident Rate by Segment**

Segment	2003 Accident Rate/Million VMT	State Average
Enon Rd. Camp Ground Rd.	410	572
Camp Ground Rd.- Barge Rd.	2,322	572

**Table 4-5: Campbellton West Accident Rate by Key Intersections**

Intersection	Yearly Accidents				Total
	2001	2002	2003	2004	
County Line Rd.	12	15	16	12	55
Niskey Lake Rd.	8	9	12	10	39
Kimberly Rd.	14	14	11	13	52
Fairburn Rd.	33	46	63	49	191
Barge Rd.	40	42	48	30	160

## Issues:

- The segment from Camp Ground Road to Barge Road exhibited an accident rate four times the statewide average.
- The intersections of Fairburn Road and Barge Road have the highest intersection accident rates in the corridor.

## Planned Future Improvements

The 2030 RTP includes several projects for the Campbellton West corridor:

- Road widening from 2-lanes to 4-lanes with a 20-foot median from Enon Road to Butner Road. GDOT has proposed this project and received strong local opposition, its completion date is set for 2030 in the RTP with no immediate funding available for construction.
- New Barge Road/Greenbriar Parkway connection. This project is being constructed currently as part of the Coventry Station development.

- The City of Atlanta Sidewalks Around Schools Program includes building sidewalks on Niskey Lake Road from County Line Road to Campbellton Road. This project is scheduled for completion in 2007.

### **Key Transportation Issues**

- Where possible, make vehicular improvements at key intersections to improve accessibility, specifically at Fairburn Road, Barge Road, Niskey Lake Road, and County Line Road.
- Evaluate potential modification of proposed 4-lane widening in order to define a locally supported solution.
- Improve pedestrian facilities including signalization, crosswalks and sidewalks, on corridor and adjacent streets.
- Improve and extend existing bike routes
- Improve transit service including bus stop amenities and efficiency

## 4.6 Market Overview and Development Strategy

### Demographics

The Campbellton West area is the smallest of the three corridor areas in terms of population size, with 8,516 residents in 2005, but it is expected to grow by 4.8% over the next five years, which is the fastest growth rate in the Study Area. The residents of West Campbellton typically work in professional or managerial occupations and earn significant incomes, with a household median income of \$57,468, versus \$44,710 for the city as a whole. The residents are more likely to live in households headed by married couples and 70.3% are homeowners. The demographics of Campbellton West reflect the recent pattern of significant single-family development which is bringing an increasing number of middle class and more affluent households into the area, attracted by the many new subdivisions providing a wide range of housing choices.

### Recent & Proposed Developments:

There are several development projects in the area that provide insight into the area's potential market strengths.

**Cascade Road and Camp Creek Marketplace** – The established commercial corridors on Cascade Road north of Campbellton Road and Camp Creek Marketplace with over 1 million square feet of new retail development several miles to the south, limit the opportunity for a large-scale retail development along Campbellton Road. Many of the major retailers who would otherwise be candidates for Campbellton West have already located in these two competitive areas including: Target, Publix, Kroger, and Kohl's.

**Coventry Station** – Priske-Jones Southeast is developing 134 acres of undeveloped land along the western edge of I-285, south of Campbellton Road. Their development, Coventry Station, will have 200 townhomes, 94 single-family homes, 166 senior apartments, as well as rental apartments. There

will also be 30,000 square feet of office and retail space located on Greenbriar Parkway. Coventry Station will have a northern entrance on Barge Road directly south of the existing commercial area on Campbellton Road.

**Notting Hill at Arlington** – The residential subdivision has just been completed by Anchor Signature Homes and consists of 76 townhomes south of the intersection of Campbellton Road and County Line Road. The units range between 2 and 3 bedrooms with 1.5-2.5 baths. The amenities include a swimming pool and nature trails. Prices range from \$130,000 to \$150,000 per unit.

### Strengths:

- The area is one of the fastest growing areas in the City of Atlanta.
- The area is attracting an increasing number of middle-class and affluent residents, as part of a vibrant residential market in Southwest Atlanta/South Fulton County.
- The area offers excellent regional access to the substantial job concentrations at the airport, Cobb County, Downtown/Midtown and Fulton Industrial.

### Issues:

- The entrance to the area on Campbellton Road from I-285 presents a jumble of old shopping centers, vacant stores and unplanned commercial development which does not reflect the incomes and character of the surrounding residential areas.
- Commercial momentum has shifted to the north on Cascade Road and to the south at Camp Creek Marketplace on Camp Creek Parkway. Residents of the area report that these two areas are attracting a large portion of their retail purchases.



## Suggested Market Development Strategies

Based on our assessment of the area's demographics and market performance the following strategies for the future development of the area are suggested:

1. **View the development of Campbellton West as distinct from Campbellton East** - I-285 is both a physical and psychological barrier which separates the two areas. Residents of West Campbellton indicated that they primarily look north and south for their retailing options rather than eastward to Greenbriar and the surrounding development. In addition, traffic volumes indicate there is substantial commuter traffic using Campbellton Road as the access route from the adjacent neighborhoods and further west into unincorporated Fulton County.
2. **Link/redevelop the existing Fairburn/Barge Road retail developments to create a new Ben Hill Village commercial center** - create a continuous retail and commercial area linking these two areas together into a new commercial village. Focus the retail on:
  - Convenience goods
  - Local services/professional services
  - Civic and religious uses
  - Better linkages to MARTA and regional transportation network
  - Intersperse with townhouses and other residential
  - Create a different experience than Cascade Road, Camp Creek Marketplace or Greenbriar Mall, it should be a pedestrian-friendly village atmosphere
3. **Creating an appealing identity for the village** - the consensus of the charrette groups was to build on the well-established Ben Hill identity, and extend to the entire area.
4. **Allow Infill Residential on West Campbellton Road** - encourage new residential development and preserve existing residential along West Campbellton Road between Fairburn and County Line Roads to create the critical mass at the new Ben Hill village and prevent the further sprawl of commercial along West Campbellton. The new residential development could be at higher densities than the single-family detached housing which typifies the area, and could include town houses, elderly housing and some limited stacked lofts.
5. **Limit the commercial development at County Line Road** - while this area is and will continue to experience significant pressure for additional commercial development to serve the burgeoning residential areas which surround it, the community expressed a strong interest in seeing the commercial activities at this critical intersection remain small in scale and limited in total size. This area should not be allowed to grow to a level that it will compete with Ben Hill Village.

## 4.7 Public Process & Visioning

A series of public workshops, open houses, one-on-one stakeholder meetings and presentations were conducted in early December 2005 as part of a design charrette for the Study Area. This charrette began with an interactive workshop on Saturday, December 3rd where residents and stakeholders worked together to describe their issues and vision for these corridors. These sessions were documented and used to formulate an overall vision and set of basic goals for each corridor.

### What We Heard

- Utilize Ben Hill School for community center
- Fairburn shopping area – congested, do not feel safe, lacks stores we want, traffic congestion growing
- Want more green space – pocket parks, active/passive parks near County Line Rd.
- Focus on Fairburn/Ben Hill area
- Don't let commercial spread/grow at County Line Rd.
- Need sidewalks on Barge, Campbellton, Fairburn, etc.
- Better street lighting, and lighting at I-285 interchange
- Traffic is bad on Campbellton (west of Butner), If widened – limit width of median, add sidewalks
- Utilize former quarry as open space.
- Campbellton Road is an eyesore.

## 4.8 Corridor Vision Statement & Goals

Based on public input throughout the process including the design charrette, stakeholder interviews, advisory committee meetings, and public presentations, an overall vision statement for the corridor has been crafted in order to capture the desired character and vision. From this vision statement a focused set of goals have been outlined from which projects and recommendations have been derived.

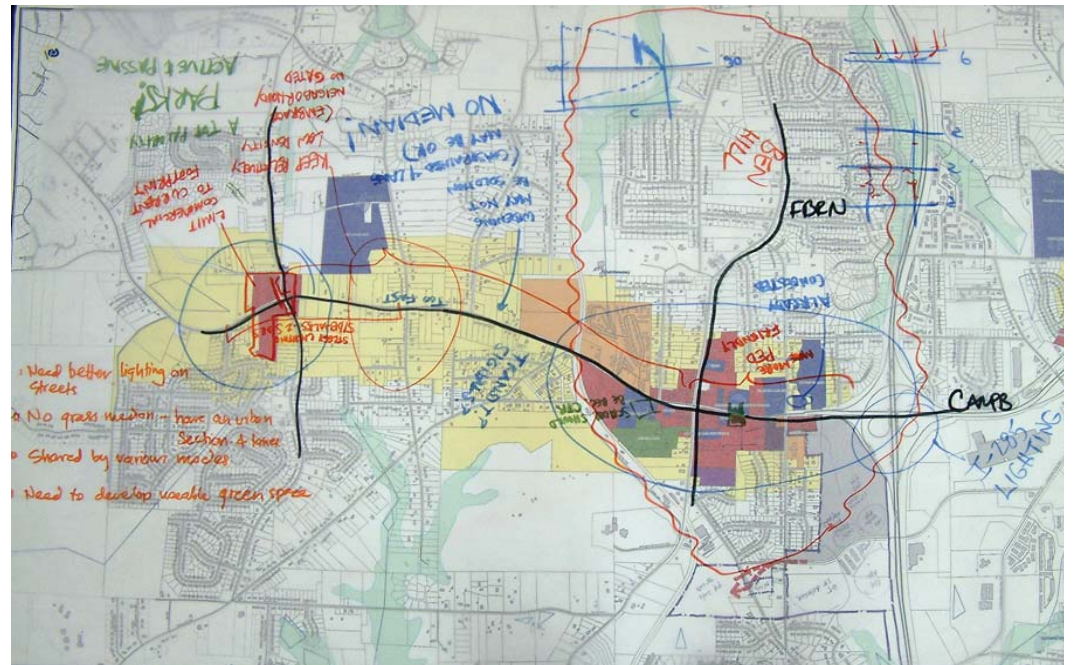
### A Campbellton West Vision Statement:

*Reestablish the Fairburn and Barge Road area as “Ben Hill Village”, a mixed-used center that connects and builds upon the area’s historic and public resources. Control and manage growth west of Butner Road.*

### Goals:

- Revitalize the Fairburn/Barge Road commercial area with needed retail services (grocery, etc.)
- Create more parks and open space
- Make surrounding streets (Barge Road, and Fairburn Road) more pedestrian friendly (sidewalks, lighting)
- Limit commercial growth at County Line Rd. – do not let it spread along the corridor
- Manage the impact of residential growth west of Butner Road by providing needed new street network
- Redesign Campbellton Road west of Butner Road to better accommodate traffic, provide pedestrian facilities and fit within the developing residential context

## Campbellton-West





## 4.9 Key Areas of Focus

Based on the vision statement and goals, a set of projects and recommendations have been developed for the Campbellton West corridor and are described in the Projects & Recommendations section. These projects are organized into key areas of focus that include:

**Catalyst Sites** – key sites that have been identified based on: property ownership patterns, current land use and utilization, market opportunity, and location within the corridor, for significant redevelopment and are intended to serve as “catalysts” for revitalization throughout the corridor.

**Corridor Cross Section** – recommended improvements to Campbellton Road itself including, in some cases, redesigning segments of the corridor, and added streetscape improvements.

**Streetscape/Sidewalks** – recommended improvements to adjacent streets in the corridor specifically focused on adding sidewalk connections and improving the streetscape.

**Intersections/Traffic Signals** – specific recommendations at key intersections in the corridor which may include adding turn lanes, realignment, signalization, and/or pedestrian improvements.

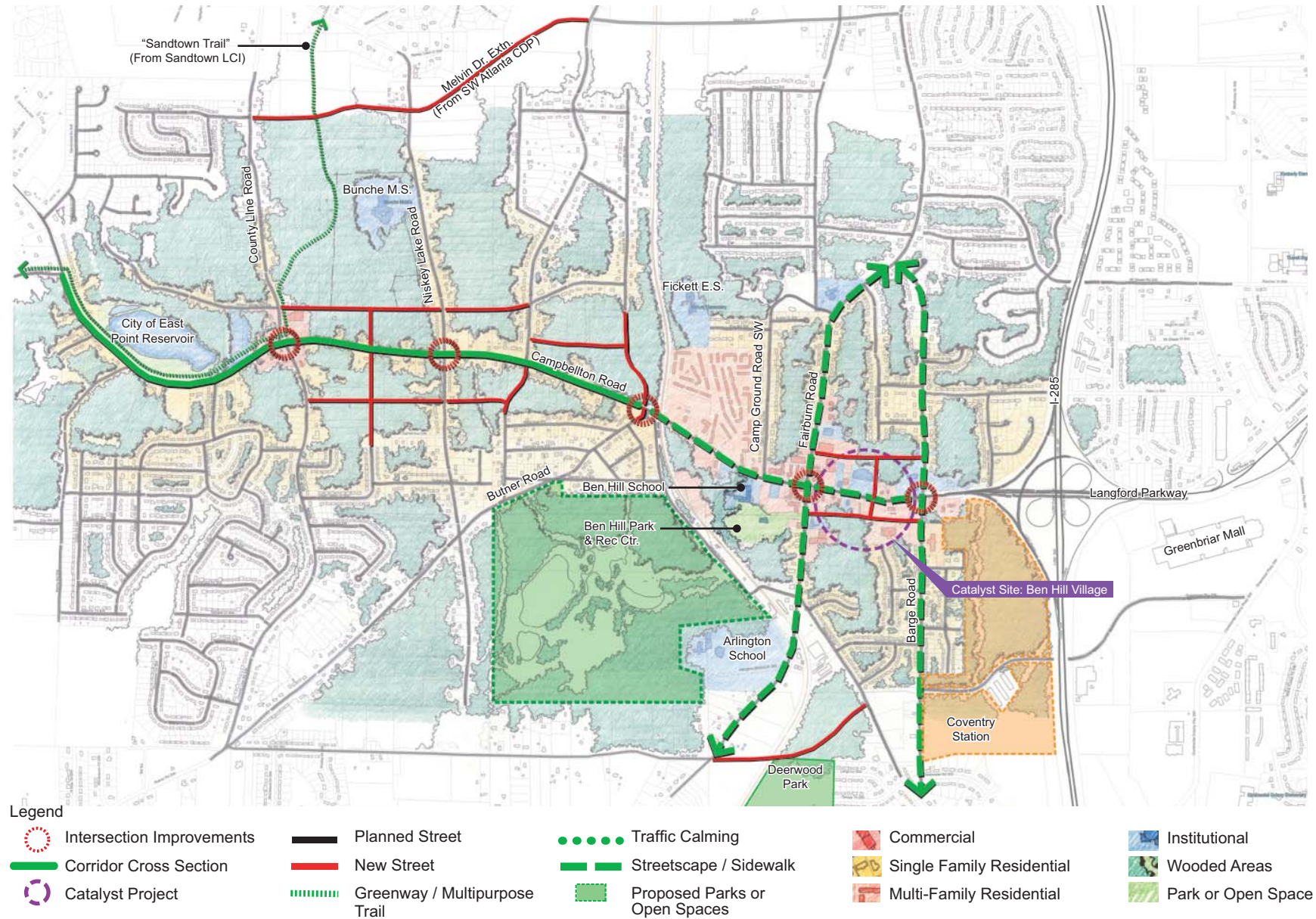
**New Street Network** – recommended new street connections intended to support a better balance of traffic and structure development patterns in the catalyst sites.

**Traffic Calming** – locations/key streets that need traffic calming in the surrounding neighborhoods to improve pedestrian safety and neighborhood quality-of-life.

**Transit** – improvements/adjustments to transit service and amenities in the corridor intended to promote transit mobility.

**Land Use & Zoning** – changes/adjustments to land use and zoning at key sites in the corridor intended to support the redevelopment of the catalyst sites and implement the city’s Quality-of-Life zoning standards that promote mixed-use and pedestrian friendly private development.

## Key Areas of Focus



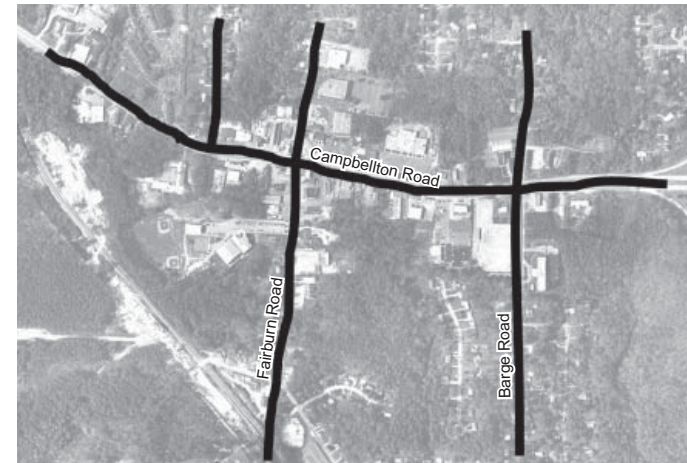
## 4.10 Catalyst Site: Ben Hill Village

### Existing Condition

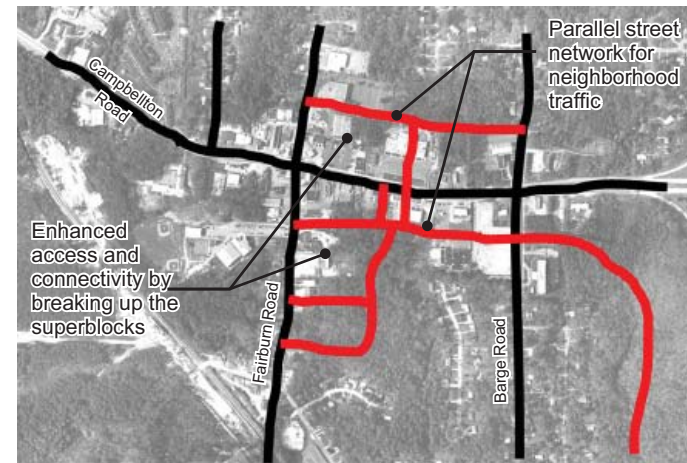
This portion of Campbellton Road serves as an important artery for neighborhoods west of I-285, including the Ben Hill area. The overall area is experiencing new residential development, with several projects planned for the area, and a strong residential market.

The **Fairburn Road/Barge Road** segment, about one-quarter mile in length, is the commercial heart of the area and is a logical candidate for a catalyst project and improvement into a true commercial center for the community. This area is lined by primarily older retail development and a collection of churches and religious establishments. Its advantages are the volume of passing traffic, its establishment as a commercial area, the nearby presence of large numbers of residents, and a number of connecting streets (Fairburn Road and Barge Road).

However, the current state of retail in the area is challenged by a lack of strong anchors, the varying quality of the existing retail space and the lack of any consistent connections or continuity between parcels. There are a number of vacant or underutilized parcels, like the MARTA Park and Ride lot on the corner of Barge Road, which could begin to form a catalyst site for redevelopment .



*Existing Street Network*



*Proposed Street Network*



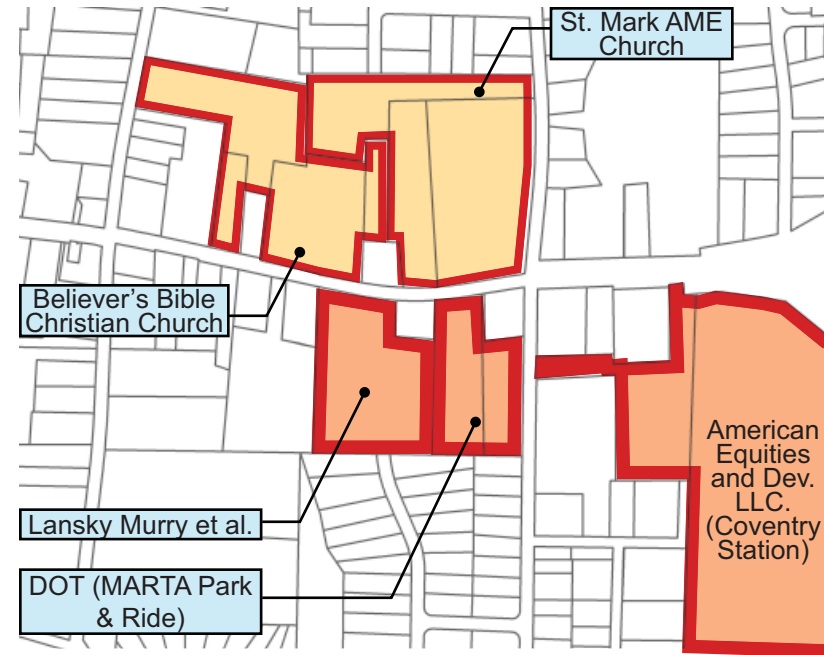
# Campbellton-West

## Proposed Development Plan

The concept for Ben Hill Village is to capture the market strengths of the area and integrate them into a true mixed-use and pedestrian friendly village. These market strengths include strong residential demand, the ability to fill the retail “gap” between Cascade Road and Camp Creek Parkway, and opportunities for small professional offices and/or medical facilities.

The village could include a wide range of convenience retail including a food store anchor, restaurants, and local services. In addition to the retail choices, a range of housing options will be provided including townhomes and possibly a limited number of condominium units either clustered in a small project or as units over parts of the retail. A third important housing element would be senior housing, which could be jointly developed by one or more of the churches in the area. The village should also include office space such as professional offices, medical facilities and space designed to cater to start-up and smaller businesses.

The design of the village is structured on assembling a large enough collection of parcels to create a critical mass of development. Building on the potential to reuse the MARTA Park and Ride lot (with recommended relocation to Greenbriar Mall), the plan illustrates the development potential of the parcels on the south side of Campbellton Road. The new village is organized on a set of new streets and blocks that provide needed connectivity, particularly the parallel connection to Campbellton Road that connects Fairburn Road to Barge Road. A public park/square is located on Campbellton Road providing a central organizing space for new, two to three-story mixed-use retail, office and residential development and giving the area a valuable civic identity.



*Parcel Map Diagram showing Key Property Ownership*

**Table 4-6: Ben Hill Village Development Summary**

Development Type	Units/ Sq.ft.	Cost/ unit	Development Value
<b>Residential</b>			
MF/ Condo	50 units	\$125,000	\$6,250,000
Townhome	200 units	\$180,000	\$36,000,000
Senior	150 units	\$120,000	\$18,000,000
<b>Office</b>	20,000 s.f.	\$100	\$2,000,000
<b>Retail</b>	100,000 s.f.	\$65	\$6,500,000
<b>Total</b>			<b>\$68,750,000</b>

## Action Plan:

1. Include the area of Ben Hill Village in the Campbellton Road TAD district.
2. Working with MARTA/GDOT, and surrounding land owners to option a substantial site for creation of the first phase of Ben Hill Village.
3. Issue RFP to elicit developer interest in acquiring the first site in Ben Hill Village for creation of the first phase of retail redevelopment.
4. Revise zoning for the area to include Quality of Life zoning techniques to permit the mixed-use development planned for the Ben Hill Village.
5. Conduct retail market analysis to provide data to potential developers and tenants on the retail potential of the proposed Village from the substantial surrounding residential areas.
6. Develop an identity kit and marketing plan to establish the identity of Ben Hill Village in the mind of surrounding residents and potential customers.
7. Establish a partnership with local churches to develop senior housing.
8. Seek LCI funding for streetscape and pedestrian improvements to make Ben Hill Village attractive and walkable.

## Ben Hill Village





# Campbellton-West

## Identity for Ben Hill Village

An important aspect of making the Ben Hill Village successful is to unify the look and character of Campbellton Road. By branding the area as Ben Hill Village the goal is to establish a distinct identity for the area in the minds of area residents and potential visitors. The term Ben Hill Village was well received by participants in the charrette process. This sketch prepared by the Sizemore Group for the area in 2001 illustrates the future impact of implementing the city's Quality-of-Life zoning code, establishing pedestrian oriented standards such as placing buildings up to the street, locating parking behind, and adding street trees and pedestrian lighting.



*Campbellton Road at Fairburn Road - Before*



## Ben Hill Village



*Campbellton Road at Fairburn Road - After  
Prepared by : Sizemore Group for City of Atlanta (2001)*



## 4.11 Campbellton: West of Butner Road

### Future Residential Development

The land use pattern along Campbellton Road west of Butner Road is predominantly single-family residential with a small commercial crossroads at County Line Road. There is strong pressure for new residential development in this area as older, large residential lots are combined to create new subdivisions. Many of these larger residential lots exist along Campbellton Road between County Line Road and Butner Road.

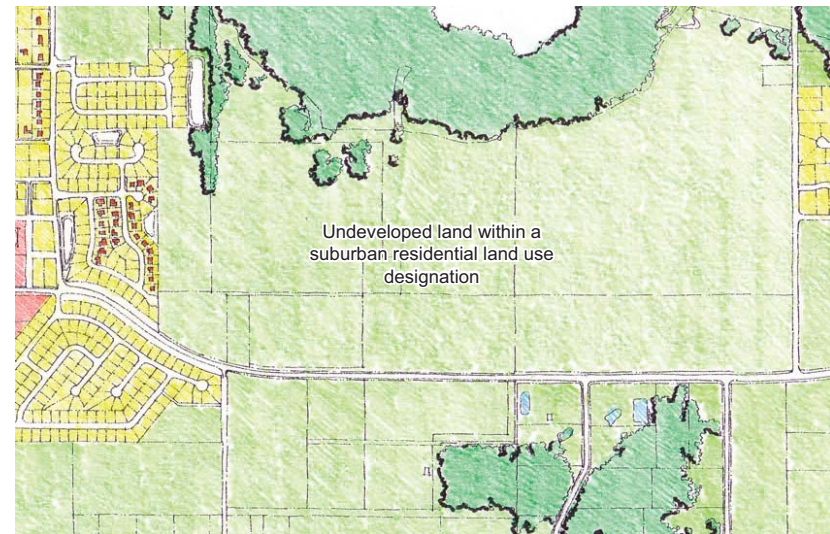
Directing the pattern of this suburban development is necessary to provide access to open space, protect natural resources, manage transportation impacts, and contribute to the overall character of the corridor.

The key to managing the future impact of this residential growth will be to plan for and structure development on a set of interconnected streets and blocks. These new streets will provide valuable parallel and perpendicular connections to Campbellton Road allowing traffic to distribute more evenly, and balancing the pressure on Campbellton Road and its key intersections.

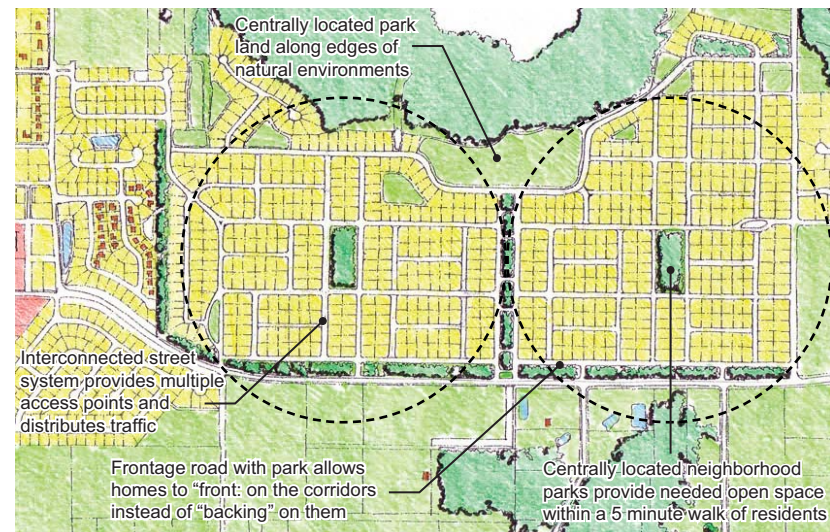
The plan for the Campbellton West Corridor outlines a number of key new street connections in areas that are anticipated for future residential development. These connections will be implemented incrementally as development takes place, completing the planned network over time.

### Suburban Development Prototype

This development prototype illustrates the ability to create suburban residential neighborhoods that provide access to parks and natural resources within a pattern of connected streets and blocks.



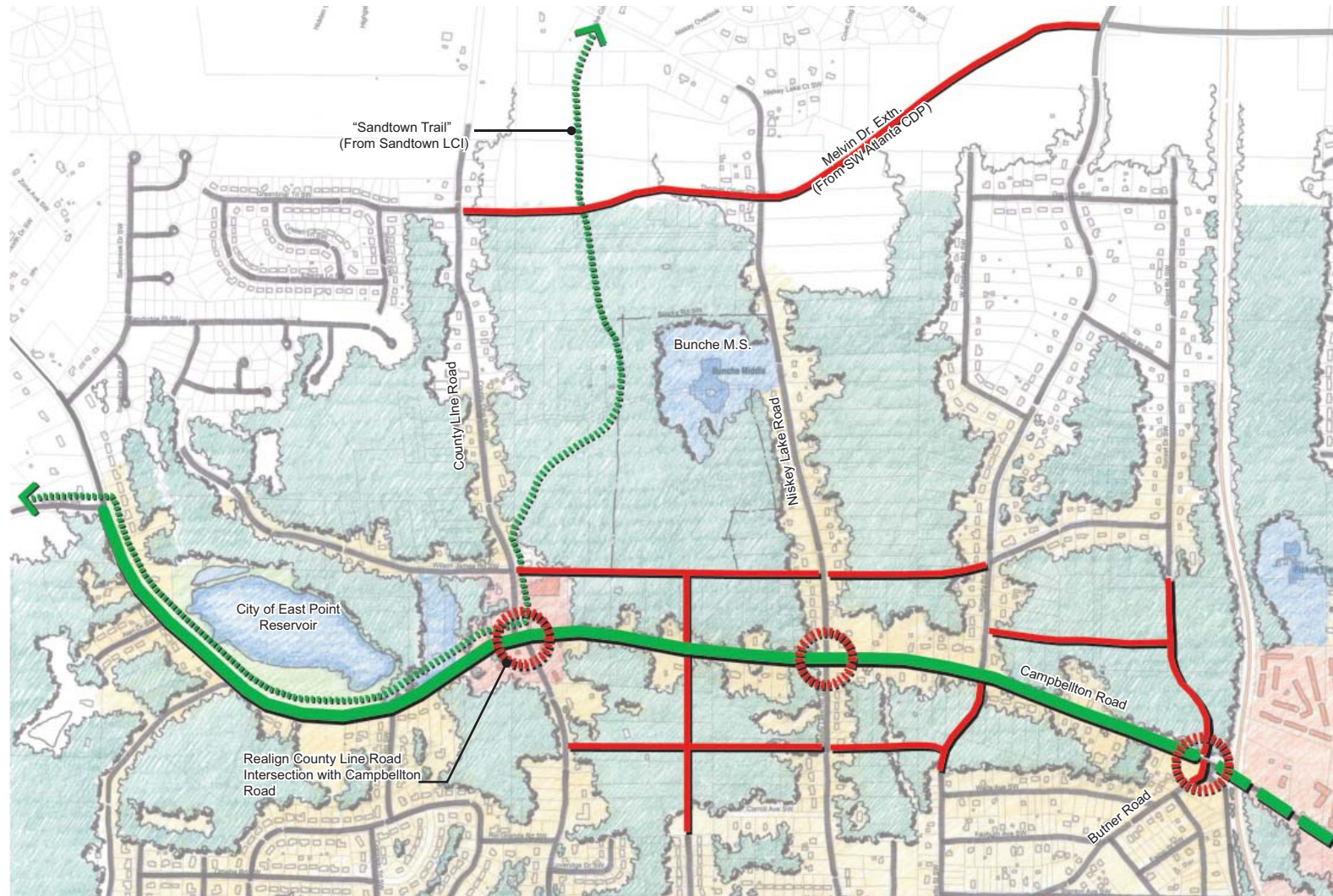
*Prototype suburban residential development pattern  
(Existing condition)*



*Prototype suburban residential development pattern  
(Proposed condition)*



## Campbellton: West of Butner Road



### Legend

	Intersection Improvements		Planned Street		Traffic Calming		Commercial		Institutional
	Corridor Cross Section		New Street		Streetscape / Sidewalk		Single Family Residential		Wooded Areas
	Catalyst Project		Greenway / Multipurpose Trail		Proposed Parks or Open Spaces		Multi-Family Residential		Park or Open Space

## 4.12 Campbellton Road “Transition” Concept

Campbellton Road is a two-lane rural (no curb) road from Butler Road west to the City limits. GDOT has long-term plans to widen the corridor to four-lanes with a center median but, due to past local opposition, will likely only move forward with these plans at the request of the City and adjacent neighborhoods.

The volume of traffic within the city’s portion of Campbellton Road and its connection to I-285, coupled with the amount of regional truck traffic and potential suburban residential growth in the area will continue to place pressure on this corridor for widening.

Input from this process through public meetings and the design charrette has indicated some interest in defining a consensus with GDOT and the neighborhoods on a design concept for widening Campbellton Road within the city.

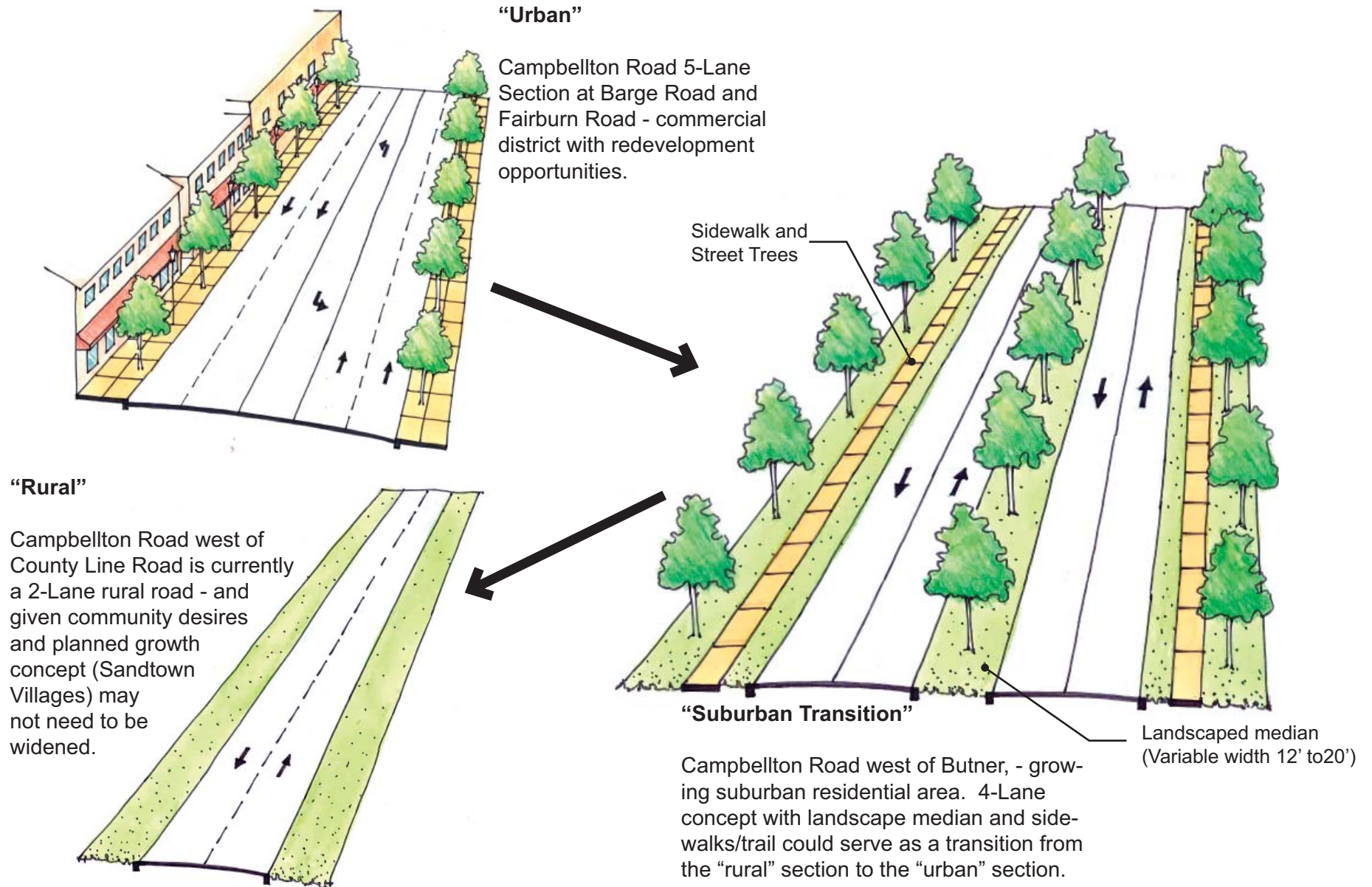
This diagram illustrates a potential concept that could serve as a “transition” between the two-lane segment west of the city and the five-lane segment at Fairburn and Barge Roads. This concept includes a smaller landscaped median, sidewalks and/or a multi-use trail, and street trees. This concept is intended to serve as a starting point for further discussion with GDOT and the neighborhoods.

### Key Design Issues:

- Minimize the size of the median (ideally no larger than 12 feet) in order to minimize adjacent property impacts and limit the “highway” feel of the road. This median can then become the left turn lane at key street intersections.
- Provide for landscaping the median with appropriate trees, shrubs and groundcover based on setback requirements. The City of Atlanta will have to agree to design, construct and maintain landscaping for GDOT.
- Provide sidewalks on both sides of the road. As suburban residential growth continues to occur on this portion of the corridor, Campbellton Road will become an important pedestrian connection to the area’s schools and parks.
- Set the speed limit and associated design speed of the road at 35 mph. This speed is more consistent with the adjacent residential land use, provides greater flexibility in the road’s horizontal (curves and turns) design, and allows street trees to be planted as close as 5 feet from the curb edge.



# Campbellton-West



## 4.13 Projects & Recommendations

This section outlines the complete list of projects and recommendations for the corridor. The corridor plan map identifies the project location and keys out the project identification number which corresponds to the project descriptions.

### Corridor/Cross-section

**C-1 Campbellton Rd.:** Road widening from existing 2-lanes to 4-lanes (2 travel lanes in each direction and center median), including sidewalks/multi-purpose trail

**C-2 Transition Lighting and Signage:** Install additional signing at terminus of Langford Parkway, flashing beacons for signal ahead warning, install vehicular lighting for better visibility at interchange

### Streetscape/Sidewalks

**S-1 Barge Rd.:** Install sidewalks from Fairburn Road south to Stone Road.

**S-2 Fairburn Rd.:** Install sidewalks from Barge Road south to Tell Road.

**S-3 Campbellton Rd.:** Install pedestrian street lighting, street trees and sidewalks from Barge Road to Butner Road.

### Intersections/Traffic Signals

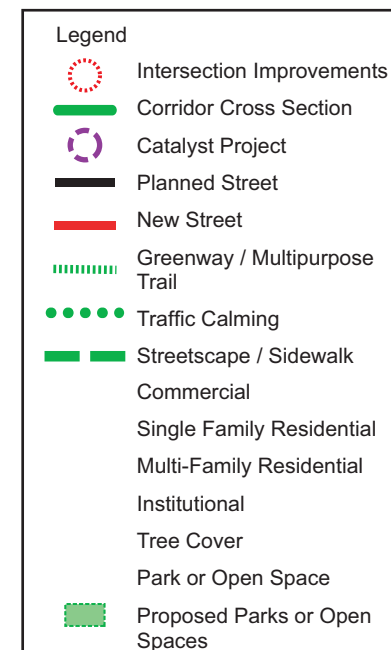
**I-1 County Line Rd.:** realign County Line Rd. to remove “dog leg” with new signal, pedestrian crosswalks, and ADA enhancements (potential park opportunity created with realignment).

**I-2 Niskey Lake Rd.:** Construct left turn lanes on all approaches.

**I-3 Butner Rd.:** Potential realignment/connection north as access to development parcel, study potential for signalization (particularly with any new development to the north), clean-up excess pavement/connection to Daniel Rd.

**I-4 Fairburn Rd.:** Evaluate the right-of-way and design impacts of extending northbound left turn lane and constructing eastbound and westbound right onto Campbellton

**I-5 Barge Rd.:** Evaluate the right-of-way and design impacts of constructing southbound left turn lane and eastbound right turn lane onto Campbellton





## Projects and Recommendations





**I-6 Upgrade Traffic Signals:** to include 2070 controllers, LED signal displays, vehicle detection and pedestrian enhancements

**I-7 Traffic Signal Interconnection:** Construct fiber optic communication system for all signalized intersections and connect to Traffic Control Center.

**I-8 Unsignalized Pedestrian Crosswalks:** Upgrade signing and pavement markings for unsignalized crosswalks

**I-9 Signalized Pedestrian Crosswalks:** Upgrade pedestrian crosswalk markings and provide ADA access.

## **New Street Network**

**N-1 Melvin Drive Extension:** connection from Kimberly Rd. to County Line Rd. (identified in the Southwest Atlanta CDP).

**N-2 Tell Rd. and Greenbriar Pkwy. Connection:** Evaluate potential connection of Tell Rd. to Greenbriar Pkwy. at Stone Rd. (will require crossing railroad and coordination with Coventry Station Development).

**N-3 Network Opportunities** - Ben Hill Village: various network connections that are possible with redevelopment, evaluate potential signal between Barge and Fairburn.

**N-4 Network Opportunities** - West of Butner various network connections that are possible with redevelopment.

## **Transit**

**T-1 Blue Flyer Route # 283:** Enhance transit service to Downtown Atlanta by extending route from Oakland City Station to downtown Atlanta.

**T-2 Relocate Park and Ride Lot:** relocate park and ride lot at Barge Rd. to Greenbriar Mall (identified in the Greenbriar LCI).

**T-3 Bus Stop Enhancements:** Eliminate underutilized stops and enhance remaining bus stops to include shelters, benches, trash receptacles and route information.

## **Redevelopment Catalyst Projects**

**RC-1 Ben Hill Village:** Establish a mixed-use center with a food store anchor, restaurants, local services, office and residential.

## Land Use/Zoning

Land use and zoning changes are an important part of implementing the plan, allowing the types of mixed-use envisioned and urban design standards that support pedestrian friendly development. The recommendations of this plan are focused on parcels located directly on or in close proximity to the corridor and have been developed comprehensively to ensure that all properties have been treated similarly.

## Quality of Life Districts

The zoning recommendations are based on implementing the City of Atlanta Quality of Life (QOL) Zoning Districts. These districts have been developed specifically to encourage:

- Pedestrian oriented development
- Mixed-use development
- Intensification of underutilized commercial corridors
- Concentration of development in activity centers

The basic Quality Of Life Districts include:

**Neighborhood Commercial** – which is intended to maintain and support pedestrian oriented and neighborhood scaled commercial areas.

**Multi-Family Residential** – which is intended to support a variety of multi-family housing types with a limited amount of neighborhood serving commercial.

**Mixed Residential Commercial** – which is intended to support mixed-use development in historically single use commercial areas with strong design standards that require open space, street network and quality street design.

**Live Work** – which is intended to support the redevelopment of underutilized industrial areas with residential uses.

## Recommendations

In general the land use and zoning recommendations for the corridor are organized into two types.

1. Implementing the QOL urban design standards: Multi-family and commercially zoned parcels along the corridor have been recommended for rezoning to the equivalent QOL District, maintaining the same level of density and use but implementing the pedestrian oriented design standards (example: a C-1 district is rezoned to a MRC-1 QOL district).
2. Intensifying key catalyst sites and activity centers: Based on the identification of catalyst sites in the corridor, key parcels in those areas have been recommended for rezoning to supportive QOL Districts that encourage the intended mixed-use and density illustrated in the proposed development plans. In many cases involving rezoning a C-1 district to a higher intensity MRC QOL District.

**Z-1 Rezone from C1 to MRC-1:** maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

**Z-2 Rezone from RG3 to MR-3:** maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

**Z-3 Rezone from RG3 to MR-3:** maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

**Z-4 Rezone from C2C to MRC-1:** maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

**Z-5 Rezone from C1 to MRC-1:** maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

**Z-6 Rezone from C1 to MR-4-B:** shifts land use from commercial to residential and implements Quality of Life Zoning Code urban design standards.

**Z-7 Rezone from C1 to MRC-2:** Increases land use intensity, encourages mixed use and implements Quality of Life Zoning Code urban design standards. Future land use change from Low Density Commercial to Mixed Use.

### **Other**

**O-1 “Quarry Park”:** Potential park and open space opportunity utilizing former quarry, with connection to existing Ben Hill Community Park via pedestrian bridge over railroad. Designate this site as Open Space in the Future Land Use Plan.

**O-2 “Sandtown Trail”:** Multipurpose trail connecting to Sandtown Villages (identified in the Sandtown LCI).

**O-3 Ben Hill School:** Work with the School Board to evaluate reuse options as a community resource and connection to the adjacent Ben Hill Community Park.